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# THE EFFECTIVENESS OF ADVANCE SELLING PARTIAL PRICE AS A STRATEGY TO ENHANCE HOTEL ROOM PURCHASE DECISIONS IN BATAM CITY

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***ABSTRACT***
*This study examines the role of sales promotion and price in shaping the effectiveness of Advance Selling Partial Price (ASPP) and its implications for hotel room purchase decisions in Batam City. It also explores whether ASPP effectiveness mediates the relationship between these marketing factors and purchasing decisions. Using a quantitative explanatory approach, the study collected primary data through questionnaires administered to guests who had booked rooms at hotels rated three stars or higher in Batam. Respondents were selected through purposive sampling, and the relationships among variables were assessed using a partial least squares structural equation modeling approach. The reported findings indicate that sales promotion and price have positive and significant associations with ASPP effectiveness. ASPP effectiveness, in turn, has a positive and significant relationship with hotel room purchase decisions. The study also reports a mediating role for ASPP effectiveness in the relationships between sales promotion, price, and purchasing decisions. These findings suggest that early-booking arrangements with partial payment options can be more attractive when supported by appealing promotional offers and competitive pricing. From a managerial perspective, the combined use of promotion, pricing, and advance selling may support consumers' willingness to reserve rooms earlier while helping hotel operators manage demand and strengthen market competitiveness. The study contributes to discussions of service marketing and hotel revenue management in the context of Batam's competitive accommodation market.*

Keywords: Advance Selling Partial Price; sales promotion; price; purchase decision; hotels
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## 1. INTRODUCTION

Tourism is an important contributor to regional economic growth, particularly in areas where services are a major source of income. The expansion of tourism increases demand for accommodation, including hotels that support the movement of leisure and business travelers. Digital technology has also changed how guests select and reserve hotels. Through online platforms, potential guests can obtain information, compare room rates, and make reservations more conveniently, prompting changes in hospitality marketing strategies (Espinet-Rius et al., 2024; Sánchez-Lozano et al., 2020).

Competition among hotels has intensified as accommodation options expand and consumers can readily compare alternatives online. Hotels consequently need marketing approaches that extend beyond service quality to include pricing, promotion, and effective sales mechanisms. Price perceptions, payment flexibility, and digital information are among the factors influencing room purchase decisions (Lacetera et al., 2025; Belver-Delgado et al., 2021).

One approach is Advance Selling Partial Price (ASPP), in which rooms are booked before the intended stay with partial payment or a special rate under specified conditions. For hotel operators, this arrangement may provide earlier information about demand, improve cash flow,

and reduce the risk of cancellations. For guests, it offers greater payment flexibility and the opportunity to secure attractive rates before the stay date (Tang et al., 2025; Lacetera et al., 2025).

ASPP effectiveness is closely related to the hotel's pricing policy. Tang et al. (2025) discuss partial-payment strategies under conditions of information uncertainty, while Niu and Yang (2020) link advance selling with price incentives and advance payment to increases in demand, especially among price-sensitive consumers. Promotional activities are also relevant. Early-bird offers, limited-time discounts, and promotional packages may encourage earlier reservations; digital information, customer reviews, and electronic word of mouth can further build confidence in the accommodation provider (Niu & Yang, 2020; Akdim, 2021; Belver-Delgado et al., 2021).

Batam City is a tourism and business destination with substantial hotel activity. Badan Pusat Statistik Kota Batam (2025a, 2025b, 2026) reported 1,008,609 international tourist visits cumulatively from January through August 2025, followed by monthly counts of 141,958 in September and 127,667 in November 2025. The cumulative and monthly figures refer to different reporting periods, and the monthly data illustrate fluctuations in tourism demand relevant to hotel marketing strategies.

Hotel rebranding is another development in Batam's accommodation market. Examples mentioned in the source manuscript include Novotel Batam becoming AP Premier Batam, Best Western Premier Panbil Batam becoming Wyndham Panbil Batam, and I Hotel Batam becoming Grand I Hotel Batam. Such repositioning reflects efforts to remain competitive and may be accompanied by promotional pricing, partial-payment offers, or early-booking programs. Against this backdrop, ASPP is relevant to efforts to secure demand earlier, improve occupancy, and support revenue stability.

Existing literature addresses related aspects of advance booking, pricing, and consumer behavior, but has not fully examined their combination in the context considered here. Espinet-Rius et al. (2024) examine advance-booking pricing, and Sánchez-Lozano et al. (2020) relate booking horizons to hotel prices. Tang et al. (2025) focus on advance-selling pricing decisions. Santia et al. (2022) investigate price and promotion in relation to hotel stay decisions without positioning ASPP as a mediator, while Arwina et al. (2025) examine price strategy and customer loyalty through satisfaction in another business context.

The present study therefore considers sales promotion and price as antecedents of ASPP effectiveness and examines their relationships with hotel room purchase decisions in Batam. Its contribution lies in bringing together these marketing elements and considering ASPP effectiveness as a mediating mechanism in a hotel market characterized by competition, changing tourist demand, and business repositioning. The study aims to assess the effects of sales promotion and price on ASPP effectiveness, the relationship between ASPP effectiveness and purchasing decisions, and the proposed mediating role of ASPP. The findings are intended to inform both the service-marketing literature and hotel managers' pricing and promotional practices.

## 2. LITERATURE REVIEW

### 2.1 THEORETICAL FOUNDATION

#### Advance Selling Partial Price (ASPP)

Advance Selling Partial Price is a sales strategy that enables consumers to reserve goods or services before consumption while paying only part of the total price initially. In hotel operations, it can be implemented through early-booking programs intended to secure reservations, improve

occupancy, and reduce the possibility of rooms remaining unsold. Espinet-Rius et al. (2024) position advance selling within revenue-management decisions under uncertain demand, while Tang et al. (2025) discuss the choice between full payment and partial payment according to market conditions and consumer characteristics.

ASPP may be combined with non-refundable rates or incentives for early reservations. Lacetera et al. (2025) examine differentiated pricing in the hotel industry, while Niu and Yang (2020) link advance-selling strategies to demand responses. From the perspective presented in the source manuscript, the relevance of ASPP lies in how a flexible payment arrangement and attractive advance rates can influence purchasing decisions.

**Sales Promotion**

Sales promotion is a component of the marketing mix that encourages purchasing behavior by offering incentives over a specified period. In hospitality, it may take the form of discounts, early-bird rates, lodging vouchers, bundled packages, and offers distributed through online travel agents. Santia et al. (2022) associate promotions with decisions to stay at a hotel by strengthening its attractiveness relative to competing options.

Digital communication extends the reach of hotel promotions. Akdim (2021) discusses electronic word of mouth and its implications for trust and purchasing intention, while Belver-Delgado et al. (2021) examine the influence of hotel website quality and related signals on booking intentions. Sales promotions, particularly when supported by trustworthy digital information, can therefore contribute to the effectiveness of advance-selling arrangements.

**Price**

Price is the monetary value paid to obtain a product or service. In hotels, price represents not only the economic cost of a room but also consumers' assessment of the facilities and benefits associated with the stay. Santia et al. (2022) identify price as an important consideration in hotel choice, especially where competition among accommodation providers is strong.

Hotel pricing can change according to booking lead time, demand levels, travel seasons, and payment conditions. Espinet-Rius et al. (2024) address pricing in advance-booking settings, while Tang et al. (2025) examine advance-selling arrangements and pricing decisions. Competitive prices and payment flexibility are consequently considered important elements in the proposed relationship between price, ASPP effectiveness, and purchasing decisions.

**Purchase Decision**

A purchase decision represents the stage at which a consumer selects a product or service after recognizing a need, seeking information, and comparing alternatives. For hotel accommodation, this decision is expressed through a willingness to reserve a room based on perceived price, promotional value, service quality, and anticipated benefits. The source manuscript links hotel purchasing decisions to the combined role of sales promotion, pricing, and ASPP arrangements.

## 2.2 HYPOTHESIS DEVELOPMENT

Early-booking incentives can make advance reservations more attractive. Promotional offers communicate benefits and provide reasons to commit before the stay date (Santia et al., 2022; Akdim, 2021). Price incentives and payment arrangements also affect the perceived attractiveness of advance selling (Niu & Yang, 2020; Tang et al., 2025). Accordingly, the study proposes the following relationships:

H1: Sales promotion has a positive effect on ASPP effectiveness.

H2: Price has a positive effect on ASPP effectiveness.

H3: ASPP effectiveness has a positive effect on hotel room purchase decisions.

ASPP effectiveness may also transmit the effects of sales promotion and price to hotel room purchase decisions. Promotional incentives and price arrangements can encourage early reservations, and the perceived effectiveness of advance selling can subsequently strengthen purchase decisions. The following mediated relationships are therefore proposed:

H4: ASPP effectiveness mediates the relationship between sales promotion and hotel room purchase decisions.

H5: ASPP effectiveness mediates the relationship between price and hotel room purchase decisions.

### 2.3 RESEARCH / CONCEPTUAL FRAMEWORK

The research framework positions sales promotion (X1) and price (X2) as antecedents of ASPP effectiveness (M), which subsequently influences hotel room purchase decisions (Y). The three structural connections in Figure 1 also constitute the two hypothesized indirect pathways through ASPP effectiveness.

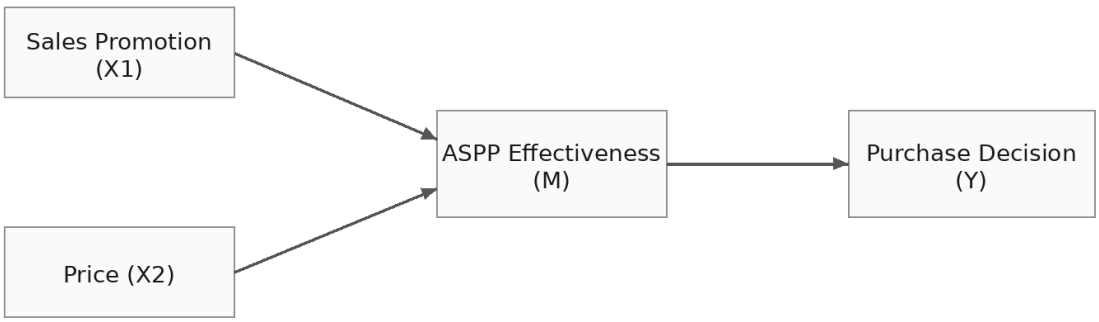



Figure 1. Research / Conceptual Framework
*Source: Adapted from the conceptual framework in the authors' original manuscript.*

## 3. METHOD

### 3.1 RESEARCH DESIGN AND DATA COLLECTION

This study uses a quantitative explanatory research design to investigate relationships among sales promotion, price, ASPP effectiveness, and hotel room purchase decisions in Batam City. Sales promotion and price are the independent variables, ASPP effectiveness is the proposed mediating variable, and purchase decision is the dependent variable. The research model is based on the literature and on the relationships specified in the original manuscript.

The study concerns hotels rated three stars or higher in Batam City. Primary data were collected through questionnaires administered to respondents who had previously made hotel room reservations. Participants were selected through purposive sampling.

The population comprised guests who had stayed at hotels in Batam City, and its total size was unknown. Non-probability purposive sampling selected guests aged at least 17 years who had booked a room either directly or online, knew of or had used advance-selling arrangements (including early-booking, partial payment, or non-refundable rates), and completed the questionnaire; eligible guests had stayed at AP Premier Batam, Wyndham Panbil Batam, Grand I Hotel Batam, HARRIS Hotel Batam Center, or Swiss-Belhotel Harbour Bay Batam. A

Lemeshow sample-size calculation for an unknown population (95% confidence, p = 0.50, d = 0.10) yielded approximately 96.04, while the final dataset comprised 96 respondents.

### 3.2 MEASUREMENT / RESEARCH INSTRUMENT

The research instrument is a questionnaire using a five-point Likert scale to measure respondents' perceptions of sales promotion, price, ASPP effectiveness, and purchase decisions. Each construct was measured with five indicators (20 items in total), and item validity and construct reliability were evaluated before structural hypothesis testing.

### 3.3 DATA ANALYSIS

Data were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS. The stated analysis comprises measurement-model evaluation through convergent validity, discriminant validity, and reliability checks, followed by structural-model evaluation using R-square, effect size (f-square), path coefficients, t-statistics, and p-values. The method is intended to examine direct and indirect relationships, including the proposed mediation by ASPP effectiveness. The resulting outer-model indices, structural paths, coefficients of determination, and specific indirect effects are presented in the results section.

## 4. RESULTS AND DISCUSSION

### 4.1 RESULTS

**Table 1. Convergent Validity: Outer Loadings**

| Construct | Indicator | Outer loading |
|---|---|---|
| **Sales promotion (X1)** | X1.1 | 0.722 |
| | X1.2 | 0.810 |
| | X1.3 | 0.815 |
| | X1.4 | 0.791 |
| | X1.5 | 0.861 |
| **Price (X2)** | X2.1 | 0.763 |
| | X2.2 | 0.846 |
| | X2.3 | 0.798 |
| | X2.4 | 0.818 |
| | X2.5 | 0.837 |
| **ASPP effectiveness (M)** | M1 | 0.741 |
| | M2 | 0.806 |
| | M3 | 0.794 |
| | M4 | 0.808 |
| | M5 | 0.774 |
| **Purchase decision (Y)** | Y1 | 0.798 |
| | Y2 | 0.871 |
| | Y3 | 0.750 |
| | Y4 | 0.855 |
| | Y5 | 0.815 |

*Source: SmartPLS outer-model results in the authors' thesis (2026).*

All 20 indicators have outer loadings between 0.722 and 0.871, exceeding the 0.70 threshold and supporting convergent validity at the indicator level.

**Table 2. Discriminant Validity: HTMT Matrix**

| Construct | M | Y | X1 | X2 |
|---|---|---|---|---|
| **ASPP effectiveness (M)** | — | | | |
| **Purchase decision (Y)** | 0.771 | — | | |
| **Sales promotion (X1)** | 0.391 | 0.609 | — | |
| **Price (X2)** | 0.380 | 0.221 | 0.108 | — |

*Source: SmartPLS HTMT results in the authors' thesis (2026).*

All reported HTMT ratios range from 0.108 to 0.771 and are below 0.90, indicating that the constructs meet the specified discriminant-validity criterion.

**Table 3. Construct Reliability and Average Variance Extracted**

| Construct | Cronbach's alpha | rho_A | AVE |
|---|---|---|---|
| **Sales promotion (X1)** | 0.860 | 0.880 | 0.642 |
| **Price (X2)** | 0.872 | 0.882 | 0.661 |
| **ASPP effectiveness (M)** | 0.844 | 0.845 | 0.616 |
| **Purchase decision (Y)** | 0.876 | 0.879 | 0.671 |

*Source: SmartPLS reliability and AVE results in the authors' thesis (2026).*

Cronbach's alpha (0.844–0.876) and rho_A (0.845–0.882) exceed 0.70 for each construct. AVE ranges from 0.616 to 0.671, above the 0.50 criterion.

Five hypothesized relationships were assessed using bootstrapping in SmartPLS: three direct paths (H1–H3) and two specific indirect paths (H4–H5). Table 4 reports the coefficients, t-statistics, and p-values for these relationships.

**Table 4. Hypothesis Testing Results**

| Path | Original Sample (O) | t-statistic | p-value |
|---|---|---|---|
| **Sales promotion (X1) → ASPP effectiveness (M)** | 0.356 | 4.793 | 0.000 |
| **Price (X2) → ASPP effectiveness (M)** | 0.351 | 3.889 | 0.000 |
| **ASPP effectiveness (M) → Purchase decision (Y)** | 0.666 | 11.193 | 0.000 |
| **Sales promotion (X1) → ASPP (M) → Purchase decision (Y)** | 0.237 | 4.103 | 0.000 |
| **Price (X2) → ASPP (M) → Purchase decision (Y)** | 0.234 | 3.585 | 0.000 |

*Source: Thesis SmartPLS bootstrapping results (2026); p-values shown as 0.000 in the output correspond to $p < 0.001$.*

Sales promotion and price positively and significantly influence ASPP effectiveness ($\beta = 0.356$ and 0.351, respectively), while ASPP effectiveness positively influences purchase decisions ($\beta = 0.666$). The significant specific indirect effects of sales promotion ($\beta = 0.237$) and price ($\beta = 0.234$) through ASPP effectiveness are detailed in Table 6. All five hypotheses have t-statistics above 1.96 and reported p-values of 0.000 ($p < 0.001$).

**Table 5. Coefficients of Determination**

| Endogenous variable | R-square | Adjusted R-square |
|---|---|---|
| **ASPP effectiveness** | 0.238 | 0.222 |
| **Purchase decision** | 0.443 | 0.437 |

*Source: SmartPLS R-square results in the authors' thesis (2026).*

Sales promotion and price explain 23.8% of the variance in ASPP effectiveness (adjusted R-square = 0.222). The purchase-decision model has an R-square of 0.443 (adjusted R-square = 0.437), indicating that its predictors explain 44.3% of the variance. The remaining variance in both endogenous constructs is attributable to factors outside the model. The significant specific indirect effects are summarized in Table 6.

**Table 6. Specific Indirect Effects (Mediation Tests)**

| Indirect path | Coefficient (β) | t-statistic | p-value | Decision |
|---|---|---|---|---|
| **H4: X1 → M → Y** | 0.237 | 4.103 | < 0.001 | Supported |
| **H5: X2 → M → Y** | 0.234 | 3.585 | < 0.001 | Supported |

*Source: Thesis SmartPLS bootstrapping results (2026), Table 4.11; output p = 0.000 is presented as p < 0.001.*

Bootstrapping shows a significant positive indirect effect of sales promotion on purchase decisions through ASPP effectiveness (β = 0.237, t = 4.103, p < 0.001). The indirect effect of price through ASPP effectiveness is also positive and significant (β = 0.234, t = 3.585, p < 0.001). These results support H4 and H5, although the extent of mediation cannot be classified as partial or full without separate direct-effect estimates.

## 4.2 DISCUSSION

### Sales Promotion and ASPP Effectiveness

The positive relationship between sales promotion and ASPP effectiveness suggests that promotional activities may increase the appeal of making reservations before the stay date. Early-bird discounts, reduced rates, accommodation packages, and online travel agent offers provide incentives for consumers to commit earlier. Early reservations can help hotels anticipate demand and potentially reduce the likelihood of unsold rooms. The discussion in the original manuscript aligns this interpretation with Graciella and Kristianto (2025), who discuss hotel-related promotional activities, and Latuconsina et al. (2022), who identify promotion as an element of marketing communication and brand awareness.

### Price and ASPP Effectiveness

The reported positive effect of price on ASPP effectiveness indicates that competitive pricing and flexibility in payment arrangements may strengthen advance-booking strategies. Consumers may regard early booking as more attractive when the price corresponds to the expected benefits and the payment arrangement reduces the immediate financial burden. The source manuscript compares this finding with Akbar and Cyasmoro (2024), who examine price perceptions and customer satisfaction, and Khairunnisa et al. (2025), who discuss marketing strategies for hotel room occupancy. Together, the arguments emphasize the relevance of the price-value relationship for the implementation of ASPP.

### ASPP Effectiveness and Purchase DecisionsA

The positive association between ASPP effectiveness and purchase decisions implies that an attractive advance-reservation mechanism may strengthen guests' willingness to book a room. Partial payment options, perceived price advantages, and reassurance about room availability can provide reasons to confirm a purchase earlier. This interpretation is consistent with the source manuscript's broader discussion of marketing strategies, consumer value, and hotel occupancy (Akbar & Cyasmoro, 2024; Khairunnisa et al., 2025). The structural path from ASPP effectiveness to purchase decision is positive and significant (β = 0.666, t = 11.193, p < 0.001), consistent with the thesis hypothesis results.

### Mediating Role of ASPP Effectiveness

The bootstrapped results demonstrate that ASPP effectiveness transmits the positive effects of sales promotion and price to hotel room purchase decisions. The indirect promotion pathway (X1 → M → Y) is significant ($\beta = 0.237$, $t = 4.103$, $p < 0.001$), indicating that attractive promotional offers can encourage purchasing decisions through more effective advance-booking arrangements. The corresponding indirect price pathway (X2 → M → Y) is also significant ($\beta = 0.234$, $t = 3.585$, $p < 0.001$), suggesting that competitive pricing and flexible payment terms improve purchase decisions through ASPP effectiveness. The findings substantiate mediation, but do not establish whether it is partial or full because separate X1 → Y and X2 → Y direct-path estimates are not provided.

### Explanatory Power and Implications

The model accounts for a smaller share of variation in ASPP effectiveness (23.8%) than in purchase decisions (44.3%). This suggests that other influences may help explain whether a partial-payment advance-selling strategy is perceived as effective. For purchase decisions, factors outside the analyzed model may include service quality, brand image, hotel location, consumer satisfaction, and other contextual considerations. In practical terms, hotel managers may benefit from aligning advance-booking arrangements with clear promotions, competitive rates, and understandable payment conditions, while avoiding reliance on these factors alone.

## 5. CONCLUSION

The study finds positive and statistically significant effects of sales promotion and price on Advance Selling Partial Price (ASPP) effectiveness among hotels in Batam City. ASPP effectiveness also positively affects hotel room purchase decisions. The significant indirect effects of sales promotion and price through ASPP effectiveness indicate that advance-booking strategies can be more attractive when combined with promotional incentives and competitive pricing.

Bootstrapping supports two mediation hypotheses: sales promotion influences purchase decisions through ASPP effectiveness ($\beta = 0.237$, $t = 4.103$, $p < 0.001$), while price has a corresponding indirect effect ($\beta = 0.234$, $t = 3.585$, $p < 0.001$). These findings identify ASPP effectiveness as a mechanism linking marketing decisions to hotel bookings. Without separate direct-effect estimates for X1 → Y and X2 → Y, the evidence does not distinguish partial from full mediation.

For hotel managers, the findings suggest the practical value of coordinating pricing, sales promotions, and advance-reservation payment options to support earlier purchases and improve competitiveness. The study is limited to the variables and hotel context considered in Batam; the non-probability sample of 96 hotel guests limits population-wide generalization. Future research may include service quality, satisfaction, trust, or brand image and examine hotels in other destinations or categories to assess whether the relationships remain consistent.

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